

# Automotive Daily News



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## NEW FIGURES ON PRODUCTION OF CARS ANNOUNCED

Output of U. S. and Canada in 1925 Is 3,817,638

WASHINGTON, Jan. 23.

—The total production of passenger cars in the United States and Canada during 1925 aggregated 3,817,638, as compared with 3,262,764 in 1924, final figures made public today by the Department of Commerce reveal.

Widespread introduction of new and improved models by the majority of manufacturers, increasing popularity of closed cars, and the general and large price reductions were some of the outstanding characteristics of 1925, according to a review of the industry by the Federal Reserve Board.

"Production at the record-breaking rate of output achieved during 1925," says the report, "was apparently called for by the demands of automobile buyers, as, at least during the first half or three-quarters of the year, distribution of cars equaled or exceeded production, and stocks held by manufacturers and dealers were kept small."

Dealers reporting to the Federal Reserve Banks of Philadelphia and Chicago showed smaller sales in November than in October. In the Chicago district both sales and stocks were larger than a year ago.

December production of motor vehicles are announced as 285,198 passenger cars and 34,270 trucks, of which 277,700 passenger cars and 32,542 trucks were made in the United States and 7,498 passenger cars and 1,728 trucks were produced in Canada.

The department received reports from 179 manufacturers for recent months, 71 making passenger cars and 125 making trucks (17 making both). Data for earlier months include sixty-seven additional manufacturers now out of business, while December data for nineteen small firms were not received in time for inclusion in the latest report. Figures on truck production also include fire apparatus, street sweepers and motor buses. The complete record for 1925 follows:

PASSENGER CARS			
	Total	United States	Canada
January.....	212,921	204,620	8,301
February.....	252,893	248,024	10,779
March.....	332,154	319,149	13,014
April.....	381,502	375,787	15,715
May.....	381,714	364,263	18,451
June.....	364,806	350,557	14,249
July.....	358,554	347,414	11,140
August.....	221,831	214,491	7,340
September.....	272,425	262,652	10,773
October.....	406,572	392,651	13,921
November.....	376,358	377,617	8,741
December.....	285,198	277,700	7,498
Total.....	3,817,638	3,678,327	139,311
TRUCKS			
	Total	United States	Canada
January.....	28,141	26,576	1,565
February.....	34,410	32,717	1,693
March.....	45,094	41,909	2,989
April.....	47,523	46,247	1,276
May.....	42,307	41,419	888
June.....	38,056	36,262	1,794
July.....	41,840	39,995	1,845
August.....	37,710	36,284	1,426
September.....	60,754	57,891	2,863
October.....	45,914	41,229	1,684
November.....	39,995	37,758	2,237
December.....	34,270	32,642	1,728
Total.....	496,993	474,925	22,075

\*Revised.

## Toledo Plants Add Names to Payrolls

Toledo, O., Jan. 23.—Automotive plants in Toledo are continuing to add names to the payrolls. The present week shows an increase of 244 employees in fifty-one plants. Total now employed is 23,918, as compared with 21,276 at same time last year.

## DETROIT SHOW IS UNDER WAY

Opens Saturday Night With People Lined Up at Doors

Detroit, Jan. 23.—Detroit's Silver Anniversary Auto Show opened brilliantly at Convention Hall tonight with a big crowd. When Mayor Smith pulled the switch that turned on the lights, there were long lines of people waiting at both entrances, and when they entered the hall they filled it completely.

Both inside and outside of the building, liberal use of electric lights was made, with pleasing effect, and the decorations were of such a character as to commemorate fittingly the unusual occasion of the industry's twenty-fifth birthday.

Entering the exhibit hall from Woodward Avenue, the first exhibit on the right is that of the Pontiac Six, shown with the Oakland, its companion car. Immediately in front of the entrance are the exhibits of Dodge Bros. and Studebaker; at the extreme left are Hummobile and the Wills-Sainte Claire. In the north Woodward Hall also are the Buick, Chevrolet and Jordan, with several exhibits of equipment by their manufacturers.

To the right of the north Woodward Hall, going towards Cass Avenue, is a room given over to automotive equipment and motor boats. The latter exhibit includes Chris-

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## Shows Speed Up Stutz Production

Indianapolis, Ind., Jan. 23.—A shipment of new Stutz eights to be displayed at the San Francisco auto show beginning January 30 has been dispatched by the company by express for the California city. The factory here is being operated at top speed in order to meet the demand for cars to be displayed at shows throughout the country.

So great was the demand at the New York auto show that a tentative schedule of thirty to forty cars a day has been decided upon. This rate will be reached as soon as the company is able to obtain sufficiently rapid shipments of parts. A total of 175 cars was sold at the New York show. Production is entirely on the new eight, the line of sixes having been discontinued.

## MAYOR OPENS AUTO SHOW AT MONTREAL

Montreal, Jan. 23.—The Montreal Motor Show was opened here tonight at 8.30 by Mayor Duquette. Florian LeDuc, president of the Montreal Automobile Trade Association, and J. E. Smith, vice-president, spoke.

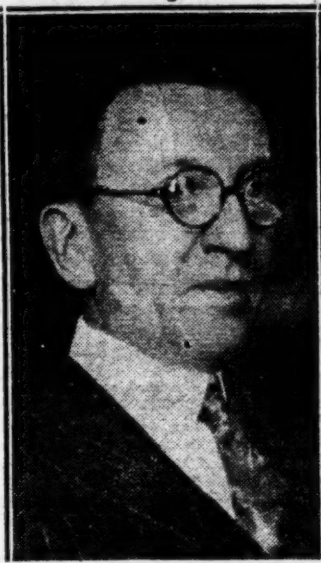
## G. M. Stadelman of Goodyear Dead

AKRON, O., Jan. 23.—A George M. Stadelman, 54, president of the Goodyear Tire and Rubber Company, died suddenly at his home here at 8 o'clock last night. He had been ill for nearly a month, but his condition was not considered serious.

Recently, however, his illness was aggravated by a robbery at his home.

Mr. Stadelman was vice-president of Goodyear from 1915 to 1923, and succeeded E. G. Wilmer as president on April 11, 1923. Mr. Stadelman was a pioneer in American rubber industry. He was vice-president of the Rubber Association of America, and at its recent meeting in New York received an offer of the presidency, but declined because of his health.

Mr. Stadelman entered the tire business in 1894 with Morgan & Wright of Chicago, resigning in 1901 to become Goodyear manager of carriage-tire sales. In 1906 he became general sales manager and secretary.



GEORGE M. STADELMAN

## Hoover Interested in Rubber Rejuvenator

New York, Jan. 23.—According to a copyrighted dispatch to the New York Times, a European representative of Secretary Hoover is in Lyons, France, investigating the claims of Eugene Royer, French engineer, who recently announced he had perfected a method of eliminating the byproducts from old rubber and devulcanizing it. The device and the manner in which it functions was explained in a recent issue of the Automotive Daily News.

The whole operation for rejuvenating old rubber is said to be made in two machines, in which a catalyst is used over and over again.

## FARISH NEW HEAD OF OIL INSTITUTE

Tulsa, Okla., Selected For Next Year's Convention

Los Angeles, Cal., Jan. 23.—The American Petroleum Institute in the closing session at the Hotel Biltmore determined on Tulsa, Oklahoma, as the next convention city.

In the election of officers, W. S. Farish, head of the Humble Oil and Refining Company, was elected president. The three newly elected vice-presidents are: E. W. Clark, vice-president and general manager of the Union Oil Company of California; W. N. Davis of the Mid-continental Oil and Gas Association at Bartlesville, Okla.; R. D. Benson of the Tidewater Oil Company, New York City. Amos L. Beatty, of the Texas Oil Company in New York City, was elected treasurer. R. L. Welch, W. R. Boyd, Jr., and Lacey Walker, all of New York, were chosen as secretary and counsel assistant secretary and counsel and assistant treasurer respectively.

## A. A. A. FIGHTING FOR REMOVAL OF ALL AUTO TAXES

Declare Remaining Car and Truck Levy Unfair

Special from A. D. N. Washington Bureau

WASHINGTON, Jan. 23.

—The fight on the automotive tax schedule in the new revenue bill is expected to reach its second and final stage in Congress the coming week, unless there are further delays in the Senate on account of the filibuster on the World Court.

The outlook for further relief, at this time, is considered extremely dubious. It is evident that a difference of opinion exists between the American Automobile Association and the National Automobile Chamber of Commerce.

Every member of the Senate is reminded in a letter from Thomas P. Henry, president of the A. A. A., that a "small group of manufacturers has no right whatever to speak for or to compromise the interests of America's 20,000,000 motor vehicle owners who pay taxes."

Mr. Henry points out in his letter that at no time did the A. A. A., during consideration of the revenue bill, enter into any compromise, "while some members of the House excused their refusal to vote for complete repeal of the automotive taxes by calling attention to a so-called compromise entered into by manufacturers with the House Ways and Means Committee."

Deploping the action of the Senate Finance Committee in imposing a 2 per cent. tax on trucks, after the House has repealed the 3 per cent. levy, Mr. Henry declares such procedure "unjust to one of the largest and most deserving classes of taxpayers in the country."

"Much of our economic and social progress is due to improved methods of transportation. It has been the policy of our government from earliest days to assist directly in developing new transportation facilities."

"Is there any excuse for continuing a 3 per cent. tax on motor buses and a 2 per cent. tax on trucks in view of the fact that the railroads were relieved of all war-time levies nearly four years ago? Or is it equitable to tax the individual motorist merely because he owns his own vehicle?"

N. A. C. C.'S ATTITUDE

New York, Jan. 23.—Officials of the National Automobile Chamber of Commerce in commenting on dispatches from Washington noting the stand of Thomas P. Henry, president of the American Automobile Association, with regard to the tax reduction situation, said that the manufacturers' organization did not question the right of the car owners' organization to take a stand different from theirs. When tax reduction came up for discussion, the N. A. C. C. was informed by the Ways and Means Committee that the reduction to 3 per cent. on passenger cars was the maximum that could be secured this year.

## ST. PAUL TO HAVE TRUCK TERMINAL

Commercial Lines of 2 States Will Use Structure

St. Paul, Jan. 23.—Plans for a huge motor freight truck terminal in St. Paul's new Mississippi Street industrial district to cost approximately \$1,000,000 were disclosed yesterday by Col. L. H. Brittin, industrial director of the St. Paul Association.

The terminal will constitute a center for commercial trucking lines operating throughout Minnesota and eastern Wisconsin.

It was pointed out by Col. Brittin that the truck lines have shown a steady growth during a period of several years and are receiving added impetus from the recent rail freight rate increases in Minnesota ordered by the Interstate Commerce Commission over protest of the State Railroad and Warehouse Commission.

As a result of this rail rate rise members of the State Railroad and Warehouse Commission recently issued a formal statement urging all motor truck lines to lay plans for invading rail freight territory and declared the state would expedite the truck lines' petition for permits to operate. It is expected that with completion of the new terminal a large proportion of short haul freight now handled by the railroads will be swung over to motor trucks.

## ELCAR TO INAUGURATE DIRECT-TO-DEALER PLAN

Cleveland, Jan. 23.—Elimination of distributors and the inauguration, instead, of the direct-to-dealer plan has been announced here by the Elcar Motor Company. Wholesale offices have been established at 14725 Euclid Ave., and, beginning today, the company will maintain display rooms at the Theater Garage Company Building, 1719 East 17th St., which are expected to be used both for the accommodation of the public and for the direct dealers.



## CLEVELAND AUTO EXHIBITION IS ON

### 185 Models on Display At Silver Anniversary Show

Cleveland, Jan. 23.—Here's a bird's-eye view of Cleveland's twenty-fifth annual automobile show, which opened today in the city's \$8,000,000 public auditorium:—

41 makes exhibited.  
185 models on display.  
Prices range from \$295 to \$19,000.

Sales are expected to hit \$1,500,000, or \$300,000 in excess of the \$1,200,000 sales record last year.

Attendance is expected to reach 135,000, the record last year being 117,000.

The exposition, which will attract Clevelanders and Ohioans from all over the state, is scheduled to run eight days and to top in importance all other shows in the past. The show is attracting sales and engineering forces of most of the nation's motor car manufacturers en route from the New York to the Chicago show.

The optimistic trend throughout the automotive world is manifest, according to Herbert Buckman, secretary of the Cleveland Automobile Manufacturers and Dealers' Association, and show manager.

"More interest is being displayed in this show and in automotive sales than at any time in my memory," Buckman said. "From the large number of inquiries received we feel safe in predicting that the attendance and sales at the 1926 Cleveland show will outstrip all other records. The automobile is in the air this year."

Decorations for the exhibit are the finest ever developed for the auditorium. These include thousands of glistening crystals shimmering amid great numbers of multi-colored lights. Generous quantities of silver and gold cloth have been employed.

The central figure of the decorations, "The Goddess of Transportation," a giant figure, will dominate the center of the exhibition floor.

New models of leading manufacturers and the newest developments in the automotive line are expected to attract the greatest interest of showgoers. Important among the new features to be displayed before the showgoers will be additional power and speed and such new devices of standard equipment as oil purifiers, gasoline filters and air washers.

Increased numbers of models are showing four-wheel brakes and balloon tires and there are more six and eight cylinder models.

The show also provides the first opportunity here for display of the new Pontiac General Motors six, Nash's Ajax, the new Stutz eight, the new Chrysler Imperial, the 100-

## Detroit Summary Shows Healthy Sales in 1925

Special from A. D. N. Detroit Bureau  
Detroit, Mich., Jan. 23.—Figures compiled by the D. A. D. A. showing recapitulation and summary for 1925 of new passenger cars titled in Wayne county for the year, gave a total of 80,828 by name, with miscellaneous of 15 makes, amounting to 24, or a grand total of 80,847.

The following table shows sales of the first twenty makers:—

1. Ford and Lincoln	34,956
2. Hudson and Essex	8,532
3. Chevrolet	8,518
4. Buick	6,087

5. Maxwell and Chrysler	5,694
6. Dodge	5,486
7. Studebaker	2,234
8. W-K and Overland	1,728
9. Oakland	1,737
10. Paige and Jewett	1,213
11. Oldsmobile	1,012
12. Hupmobile	867
13. Packard	737
14. Cadillac	626
15. Star and Durant	626
16. Flint	559
17. Reo	420
18. Rickenbacker	351
19. Chandler and Cleveland	231
20. Grand total	77,701

New commercial cars for the same period totaled 7,486 by name, with 99 miscellaneous of 34 makes—a grand total of 7,585.

### PONTIAC-OAKLAND HOLDS PRE-SHOW DINNER-PARADE

Special from A. D. N. Detroit Bureau  
Detroit, Jan. 23.—Richards Oakland Company, local Oakland Pontiac distributor, gave a dinner in the General Motors Building last week to over 100 of its dealers and salesmen from four counties in an effort to introduce the new Pontiac car.

Moving pictures of the new cars were shown and C. W. Matheson, sales manager Oakland Motor Car Company, and G. S. Richards, president of Richards Oakland Company, addressed the meeting.

The Richards Oakland Company staged a parade of seventy-five Pontiac cars here today, carrying fully arrayed Indians and headed by a band. This will enable Detroiters to become familiar with the Pontiac car before the opening of the automobile show.

horsepower Rickenbacker and the new Star Six.

Passenger cars occupy the stage and arena floor of the auditorium and much of the lower exhibition floor. The main floor corridors are filled with exhibits of accessories, and that section of the lower floor not devoted to cars is given over to accessories, commercial vehicles, motor boats, trailers and bodies.

A feature exhibit in the lecture hall is a model garage shown by the Pennsylvania Tire and Rubber Company, which is intended to aid garage proprietors in modernizing their equipment. A number of manufacturers of machinery and automotive tools have similar exhibits.

Women are interested in a showing of motoring styles in apparel at an exhibit in the lounge, where models are displaying the 1926 modes. The Cleveland Automobile Club is conducting an information booth for aid of the public.

A special information booth is also assigned to the National Automobile Dealers Association, which also will sponsor a mass meeting of the trade, including distributors, dealers, accessory dealers, garage men and others from northeastern Ohio. This will take place Monday noon at Hotel Cleveland.

### Leonard to Head Stearns-Knight Co.

Cleveland, Jan. 23.—H. J. Leonard has been elected president of the F. B. Stearns Company, manufacturer of the Stearns-Knight motor car, which company was recently acquired by a syndicate comprising John N. Willys and his associates. Leonard succeeds George H. Booker, president under the Stearns regime. He was formerly vice-president and general manager of the Stephens Motor Car Company.

At the same time, the directors elected R. K. Brinley as treasurer, and Fred T. Larsen, for years connected with Hudson and Essex and later with Chrysler, as sales manager.

It was announced following the meeting that the Stearns organization would be kept intact and that the car would be marketed apart from the Overland and Willys-Knight.

Officials are now laying out a program of five years for the development of the Stearns into a luxurious car of the best class. It was also announced there is no intention at present of changing models or prices. Officials do intend, however, to adopt some of the policies of Daimler in England, Mercedes in Germany and Minerva in Belgium.

It was pointed out following the meeting that the Knight motor patents do not expire in the United States until 1932.

### STUDEBAKER TO PURCHASE SITE FOR NEW TEST FIELD

South Bend, Ind., Jan. 23.—To provide a testing field for its automobiles the Studebaker Corporation has virtually completed the acquisition of between 700 and 800 acres of land south of New Carlisle, Ind., located thirteen miles west of South Bend on the Lincoln Highway.

The price paid is said to be over \$100,000. Options on the ground were taken some time ago, and only final signing of papers remains to close the deal.

The plants are operating under a new schedule begun the second week in January, which will greatly increase the output, with 42,000 cars to be built during the first quarter.

### EXPECT RECORD THROUG AT M. A. T. A. CONVENTION

Special from A. D. N. Detroit Bureau  
Detroit, Mich., Jan. 23.—Several features will mark the sixth annual convention of the M. A. T. A. which gathers here January 27. The association has hung up some attendance prizes, and the various districts are rounding up their members, with the result that an unusually large attendance is now counted upon.

Attendance will be figured from the 70-mile zone, the 70 to 120-mile zone and the 120 miles and more zone, with a silk banner as the prize for each district winning in its respective zone.

### BUFFALO SHOW EXCEEDS EXHIBITOR EXPECTATIONS

Buffalo, N. Y., Jan. 23.—Exhibitors at Buffalo's thirty-fourth annual automobile show, held this week, are unanimous in their expressions that success of the show went beyond their expectations.

It was impossible for exhibitors to take care of every person at the show and the crowd was so heavy that many persons were turned away. Many sales were closed. It is declared to be the most successful show Buffalo has ever known.

The armory was converted into a bazaar. Almost Pompeian in its decorative scheme, the pastel colored canvased dome ceiling, with the bright contrast of red and gold draped side wall, lent a playful effect to the entire scene. The lighting effect was so arranged that there was no glare.

### MILWAUKEE JOINT EXHIBIT BREAKS SHOW RECORD

Milwaukee, Wis., Jan. 23.—Milwaukee's 1926 Automobile Show, the eighteenth annual display for this city, held this week, with an attendance which broke all attendance records, had approximately eighty exhibits.

The big outstanding feature of the show this year was its greatly enlarged scope. Whereas, in past years it was principally an exhibit of passenger cars for private use and commercial vehicles, all phases of the industry were represented this year. The show committee outlined a program of special days for the week. Monday was designated as accessory manufacturers, jobbers and wholesalers' day; Tuesday and Wednesday as Wisconsin automotive dealers' days; Thursday as good roads day, and Friday as motor transport day.

The Milwaukee Automotive Dealers' Association joined with the Wisconsin Automotive Dealers' Association in the annual dinner at the Hotel Pfister on Wednesday.

### YOUNGSTOWN EXHIBITORS ELATED BY SHOW RESULTS

Youngstown, O., Jan. 23.—The annual Youngstown automobile show which was held here this week under the auspices of the Youngstown Automobile Dealer's Association has proved a greater success than any similar event held here in the past.

The attendance was good throughout the show and sales were reported by exhibitors as "remarkably high."

### MINIATURE SHOW DRAWS CROWD AT SOUTH BEND

South Bend, Ind., Jan. 23 (U. T. P. S.).—Many dealers took advantage this week of the miniature automobile show which was staged on the local automobile row here.

All show rooms were decorated in alluring colors and an unusual interest in the new models was displayed by the general public.

## DETROIT SHOW IS UNDER WAY

### Opens Saturday Night With People Lined Up at Doors.

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craft, Dodge Watercoag, Hacker-Dolphin, Belle Isle Bearcat and Beaver lines of runabouts.

The commercial car department displays practically every type of truck, from the light delivery to the moving van, and close by is a display of airplanes and buses. The Grier-Sutherland Company has a model service station repair shop in full operation.

In the south Cass Hall are located the Rolls-Royce, Locomobile, Chrysler, with the new Imperial 80; Reo, Chandler, Cleveland, Pierce-Arrow, Peerless, Flint, Ajax, Nash, Marmon, Packard, Star, Cadillac and Dodgeon. The latter is a new eight cylinder car, with rotary valves and other novel engineering features.

The south Woodward Hall shows Oldsmobile, Willys-Knight, Overland, Paige-Jewett, Lincoln, Moon, Diana, Kissel, Franklin, Eicar, Stearns-Knight, Ford and Rickenbacker. In the latter space, the new 100-mile super sport car is being shown.

Wide aisles and ample space around the exhibits make the show an easy one to see to advantage. Music by four orchestras adds to the entertainment. The police service in handling the crowds and in providing parking space was the subject of favorable comment.

Credit is due W. D. Edenburn of D. A. D. A. for the artistic brochure which serves as a handsome illustrated souvenir of the show. It is a handsomely designed and executed piece of printing, worthy of the occasion.

Exhibitors, with the space numbers, will be found on page 6 of this issue.

### Carroll Heads Industrial Club

Flint, Mich., Jan. 23.—Charles Carroll, production manager of the A. C. Spark Plug Company, has been elected president of the Industrial Mutual Association, an organization comprising thousands of workers in Flint's big industrial plants.

He succeeds E. R. Palmer, controller of the Chevrolet Motor Company, whose term expires.

Other officers are John Collins, Buick 11, secretary; A. F. Scheerer, Buick 31, treasurer; J. H. Franch, Chevrolet, chairman of finance; Lee Hoff, E. I. du Pont, De Nemours & Co., chairman of benefit committee; Ralph Kaizer, Chevrolet, chairman of education; Arthur Ladle, Buick 18, chairman of stores.

## Counterfeit Motometers Appear on the Market

New York City, Jan. 23.—A warning has been issued by the officials of The Moto Meter Company, Inc., to the effect that, within the last few days the company has received information that one or more salesmen operating at present in the vicinity of Chicago have sold and are attempting to obtain additional orders for counterfeit Boyce Motometers.

The company in its announcement has offered a reward of \$500 for information leading to the arrest and conviction of those guilty of perpetrating such fraud.

The counterfeit bears the trade mark Boyce Moto Meter and the words Universal Model as well as the company's patent dates and its name and address. Pains have

been taken, it is said, to duplicate the instrument in every particular.

Several distinguishing marks, however, are evident in the bogus product, according to the officials of the company, namely a difference in weight, workmanship and accuracy.

The Boyce meter weighs but twelve ounces, while the bogus meter weighs thirteen. The counterfeit is much inferior in both workmanship and accuracy, and is put up in plain pasteboard containers stamped Factory Equipment which style container has never been used by the Boyce company. The containers, however, have an attached tag bearing the name and address of The Moto Meter Company.

## BERMUDA Is Neter Crowded Yet Always Full of Pleasure-Bent Groups of Charming People



Select a place where you will not be plunged into a seething mass of humanity who are on business, instead of pleasure bent, otherwise you will return poorer in mind and body and maybe in pocket, too. The only business in charming Bermuda is to see that you enjoy the finest vacation ever—with Golf, Tennis, Sailing, Bathing, Fishing, Riding, Driving or just lazily loafing in the brilliant sunshine of this Gem of Winter Playgrounds. Sailings twice weekly from New York, every Wednesday and Saturday, via Palatial Twin Screw, Oil-Burning, Transatlantic Liners. Tickets interchangeable.

S. S. "FORT VICTORIA" and S. S. "FORT ST. GEORGE"

Booklets and Further Details,

FURNESS BERMUDA LINE, 34 Whitehall St., New York

Tel. Bowling Green 7800, or Any Local Tourist Agent.



# Truth-Telling Envelope Builds Up Buyers' Confidence in Used Cars

## Seattle Dealer Meets Unusual Success With Plan

SEATTLE, Wash., Jan. 23 (U. T. P. S.).—While thousands of automobile dealers, manufacturers, trade associations and publications are wrestling with the used car problem, P. E. Sands, president of the Sands Motors Company, Seattle, Wash., has solved it, at least to his own satisfaction.

The fact that during the past six years, his sale of cars has increased from 256 cars sold in 1920 to more than 2,000 cars sold in 1925, indicates that his methods are productive of results. Further, the floor space of the Sands Motors Company has increased during that time from 20,000 square feet to 87,000 square feet, and the annual sales have jumped from less than half a million to \$2,500,000.

"When I first began to give serious thought to disposing of used cars, six years ago, the problem seemed to resolve itself to this fact: If public confidence could be established in used cars, and the attitude of blind buying on the part of the public could be removed forever, the used cars would sell themselves," Mr. Sands asserted.

"I have always been a firm believer in the 'square deal' in business, not as a matter of mere sentiment, but as a matter of good business. Hence I have never intentionally 'slipped one over' on a buyer. Unfortunately, however, this principle is not universally adhered to—and the people remember. Caveat emptor, 'let the buyer beware,' has gone the way of other worn out, reprehensible things, but not altogether in the used car business.

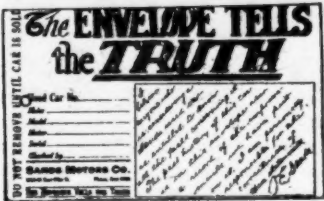
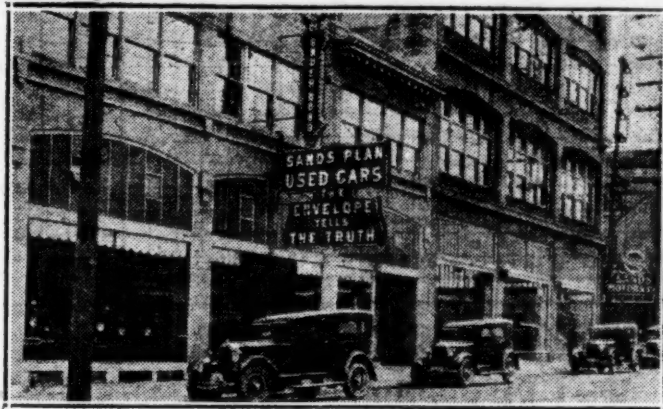
"The question was how to sell my honesty and policy of a square deal to the mass of auto-buying people—and do it convincingly and with conviction. Having accomplished this, the selling of the cars follows as a matter of course. I do not need to SELL—the public BUYS. There is a vast difference, if you know what I mean."

Selling a business policy, as well as selling merchandise, requires a certain amount of promotional ingenuity. In this case it took the form of a slogan that meant something—backed up by service and absolute protection to the buyers—"The Sands Plan. The Envelope Tells the Truth."

Let Mr. Sands tell of it:—"To every used car we offer for sale we attach a large envelope. In this envelope we place all the known facts; everything we know or can learn about that particular automobile. The records of our shop work are made in duplicate with all reconditioning facts, and the duplicate showing every item of new parts, materials, labor, painting, etc., used in reconditioning of each car, are put into the envelope, down to the last screw, nut, bolt, cotter-pin. Thus the buyer has full and complete information of the most vital kind, and I myself assume personal responsibility for the correctness of this information.

"All this information is honest and sincere, and is backed up by a guarantee identical in every respect to the guarantee issued with a new car—replacement of defective parts during a period of ninety, and free adjustments for a period of thirty, days.

"And then to top it all off: To any person who may still be doubtful or hesitant about the purchase of our used cars, we offer the further assurance of an indemnity bond, issued by one of the largest bonding companies in the country,



Envelope containing full information about the used car to which it is attached has proved a successful system for the Sands Motor Company of Seattle, Wash. Above, is large sales room of company, advertising the plan. Left—the truth-telling envelope itself.

## Chevrolet Program For 1926 Discussed

Springfield, Ill., Jan. 23.—Representatives from the Chevrolet factory at St. Louis and Chevrolet distributors, dealers and salesmen from the Springfield-St. Louis zone met in an all-day meeting at the Hotel Abraham Lincoln this week. Constant & Groves were hosts to the gathering.

W. J. Burns, sales manager, of St. Louis, and the following Chevrolet officials were in attendance: O. E. Nonn, assistant sales manager; O. H. Hegre, zone sales promotion representative; R. S. Hudson, G. M. A. C. manager; R. P. Lang and J. L. Bauer.

The purpose of the meeting was to acquaint the distributors, dealers and salesmen with the new improved Chevrolet, the mechanical features and a definite selling program for 1926.

The subjects of the morning session were: "Used Cars," "Time Financing," "Increased Selling Activities in All Communities," "Commercial Car Campaign" and "Selling by Comparison."

The afternoon session was conducted by O. E. Nonn, assistant sales manager, and these subjects were treated: "Used Cars," the five fundamentals—Buy Right, Recondition Right, Display Right, Advertise Right, Sell Right. The proper methods of securing retail salesmen were also given by Mr. Nonn.

Dealers and salesmen at the meetings were as follows: C. R. Constant, H. Groves, A. W. Todd, Roy O. Wise, J. O.

in which everything said about the car is guaranteed.

"Of course, newspaper advertising has played a big part in telling the people about the 'Sands Plan.' Instead of trying to sell cars in our ads, we are selling confidence in our business. The used car business has received many 'black eyes' as a backfire from unscrupulous dealers, and our big job is to overcome this condition.

"It happens every day that buyers come in and buy used cars with little or no inspection, no demonstration, and sometimes without even turning the motors.

"The success we have attained from the 'Sands Plan, the Envelope Tells the Truth,' I attribute to the fact that it gets right down to fundamentals, and then we stick to it with persistent continuity. No idea or plan, however meritorious, is worth a continental unless it is adhered to consistently over a considerable period of time.

"An idea once fixed in the minds of the people, the mutual benefit is not for today only nor for tomorrow, but becomes continuous—permanent—imperishable. Our reputation is our biggest asset and, believe me, to build a reputation for business integrity in the used car game was not a child's pastime."

## Nash-Ajax Dealers Meet in Buffalo

Buffalo, N. Y., Jan. 23.—Some 450 Nash and Ajax dealers from thirty-four counties of western New York and Pennsylvania attended the annual Nash dealers meeting at the Statler in this city. C. W. Nash, president of the Nash Motor Company, was the chief speaker.

Mr. Nash discussed factory and dealer problems, stressing service as the most important single factor in making a success of the automobile business.

E. H. McCarthy, general Nash sales manager; George C. Hubbs, Ajax sales manager; G. H. Schubert, retail sales manager of the Nash-Buffalo Corporation; A. E. Skinner, wholesale manager in Buffalo, and Samuel E. Ellis and Lewis G. Harriman of the Manufacturers and Traders Trust Company, Buffalo, were speakers. C. B. Warren was toastmaster. S. F. Swain, W. L. Terry and R. C. Bliss of the Nash-Buffalo Corporation were the committee in charge of the event.

## NASH PLANT AT KENOSHA ADDS 400 MEN TO FORCE

Milwaukee, Wis., Jan. 23.—More than 400 mechanics and laborers have been added to the force of men at the Nash plant at Kenosha, and all experienced men applying for positions are being put to work, Milwaukee officials of the company were informed today. The unprecedented rush for cars and the anticipated heavy spring buying are responsible for the increase.

The announcement comes on the heels of the announcement of a 900 per cent. dividend paid by the company.

MICHAELS WITH INDIA  
New York, Jan. 23.—M. G. Michaels has joined the sales force of the India Tire and Rubber Company, Akron, Ohio, working out of the New York branch. Michaels was formerly with the Mason Rubber Company and the Falls Tire Company, and has been active in the selling end of the tire business for the past twelve years.

## Motorcycle Dealer Not Held Liable For Autos

Montreal, Jan. 23.—That a dealer in motorcycles is not a dealer "in similar articles" in so far as automobiles are concerned, and that one who purchases a car from such a dealer, even though in good faith, cannot avail himself of Article 1489 of the civil code, which provides that if a thing lost or stolen be bought from a dealer in similar articles, the owner cannot reclaim it without reimbursing the purchaser the price he paid for it is the effect of a judgment recently delivered by the Supreme Court of the Province at Quebec.

This judgment was delivered in the case of the Farmers' Insurance Company of Iowa vs. D. Edmond Gravel. The case arose out of the purchase of a custom built limousine by Gravel, assistant manager of the Gravel Lumber Company, from A. Graveline, Reg'd., a motorcycle dealer of Montreal, in February, 1924, for \$3,500. The car was later identified as one stolen on 5th Avenue, New York, in April of the same year.

## 50% OF FARM WOMEN IN MIDWEST RUN CARS

Chicago, Jan. 23.—More than 50 per cent. of the farm women in the Midwestern and Southern states run their own cars, according to a survey of conditions in the farm home recently completed by Mrs. Mary C. Puncket for the Sears-Roebuck Agricultural Foundation. Approximately 14,645 farm women were studied in the survey in the sixteen Middle Western states.

## STAR-DURANT DISTRIBUTOR

Charleston, W. Va., Jan. 23.—The Cox-Morton Motor Company has been organized here by Frank Cox, Holmes Morton and J. O. Cunningham to distribute Star and Durant motor cars.

for Economical Transportation



The introduction of the improved Chevrolet marks an outstanding achievement in the automobile history.

Never before has so much quality been built into a low cost car—and new low prices make it the greatest motor car value in all motor car history.

Touring - - \$510	Sedan - - - - \$735
Roadster - - \$510	Landau - - - - \$765
Coupe - - - \$645	½ Ton Truck - \$395 (Chassis Only)
Coach - - - \$645	1 Ton Truck - \$550 (Chassis Only)

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T



## Truck Sales in General Brisk Since January 1

NEW YORK, Jan. 23.—Business among truck dealers in many of the important districts has picked up considerably since the first of the year and indications are for a continued increase, reports show.

Boston, Jan. 23 (U. T. P. S.).—The new year thus far has been an extremely active one here for the selling forces of dealers and distributors of commercial vehicles.

Within the ten-day period of this year several large Boston firms have made arrangements to increase their fleets of trucks, all the street railway lines in the state are adding to their bus equipment, while town and city governments through New England are in the market for various forms of trucks, tractors, buses, etc. The prospects for a record-breaking year never have been brighter, it is reported.

The firms in this section of the country manufacturing commercial vehicles are all operating their plants at capacity and their sales forces' reports indicate a long stretch of prosperity ahead.

Throughout New England, the town and city officials, many of whom are just starting their terms in office, are seeking bids on commercial vehicles for various municipal needs, including fire apparatus, patrol wagons, ambulances and trucks, ranging from the very largest contract-or's type to half-ton runabouts.

Perry S. Fay, district manager of the White Company, announces the appointment of John F. Kelleher, who is one of the topnotchers among truck salesmen here, and who has been with White since 1920 as retail sales manager of the Boston district.

The new models of Netco trucks, manufactured at Fitchburg in this state by the New England Truck Company, which is also a distributor, have met with a fine reception, and its plant will be busy for a long time to come as a result of the favorable new model which is said to surpass even the exceptionally high grade vehicles heretofore put out by the company.

### Volume Sales This Year Predicted in Charlotte

Charlotte, N. C., Jan. 23.—The motor truck business in the Carolina territory should establish a new record for volume in 1926, in the expressed opinion of B. C. Crawford, manager of the White Motor Company's branch here. This opinion generally was shared by spokesmen for the branches here of the Mack, Graham, Ford, International and GMC truck companies.

A larger volume of sales was made in 1925 by the White Company here than in the "rush" year of 1920, said Crawford.

which, until 1925, was the best year in the history of this company's branch.

The recent reduction in prices of Graham trucks proved of immediate value in promoting sales, according to Charles E. Lambeth Motor Company, distributor here. This is the season of heavy truck sales for this territory, however, it was explained. Business at the start of the new year was brisk and is gaining in volume.

Particularly interesting improvement in conditions in the Piedmont section of South Carolina is being reported by truck distributors here. Western North Carolina continues a good sales field for trucks, especially heavy duty jobs for construction work.

### Dubuque Sales Run To Heavy Truck Lines

Dubuque, Ia., Jan. 23.—Heavy duty trucks have figured in the majority of truck sales in Dubuque since the beginning of the new year. A survey of companies handling trucks here shows that recent sales have been almost exclusively in the heavy duty line.

In this field the International Harvester Company is leading by a comfortable margin. Mack trucks have also been selling at a good rate during the week just past. Most of the sales made by the above mentioned companies have been to contractors and coal companies.

Building and road graveling projects, which are to be started soon as the weather permits, no doubt account for the sale of big trucks. Contractors in this territory are adding to their equipment to be in readiness when spring work opens.

### New Haven Dealers Beat '24 Sales in 1925

New Haven, Conn., Jan. 23.—A survey of local truck distributors shows that 1925 sales surpassed the business done during 1924 and prospects look better than ever for 1926.

"We beat our 1924 sales figures during the past year," said Frederick Johnson of the Mack Motor Company of this city, distributor for Mack trucks, "and our 1926 business is getting off to a great start. We are now taking orders for March and April delivery."

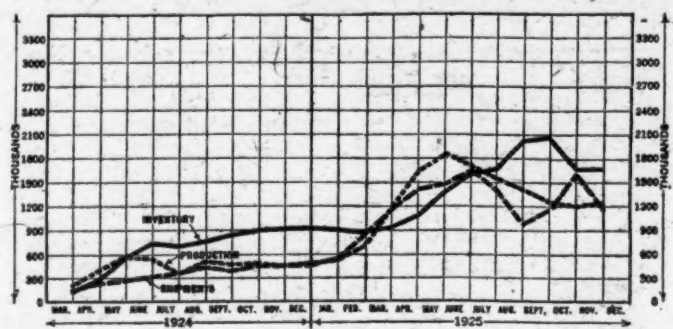
Other local truck dealers look forward to doing a bigger and better business for the next few months.

### Impetus of New Year Delayed in Chicago

Chicago, Jan. 23.—A slight slump in truck sales is reported by dealers here, who say that such decline is usual during the first few days of a new month.

F. H. Cady, sales manager of the Diamond Truck Company, said: "We are planning to exhibit our line during the Auto Show here, and believe that it will have a good effect on future business."

**BALLOON CASING PRODUCTION AND SHIPMENTS** in this country from April 1, 1924, through November, 1925, show a steady and continuing increase, as indicated in the chart below. Inventory figures also are shown in the chart. Production rose from 300,000 in April, 1924, to 1,800,000 by June 1, 1925. The chart and figures were prepared by the Rubber Association of America, Inc. Seventy-five per cent. of the industry is represented in the statistics compiled.



## SINGAPORE PLANT WILL BE REBUILT

Akron, O., Jan. 23.—The Singapore plant, which is a receiving station for crude rubber purchased on the Middle Eastern markets by the Firestone company, will be rebuilt and modernized, according to a statement given by Harvey S. Firestone, Jr., last week.

Crude rubber is taken to this plant, washed and prepared for shipment to the United States, and, while no definite figures as to the proposed improvements were given, it is said that the organization plans to install additional machinery and modernize all equipment.

This plan is thought to be an effort on the part of the Firestone Tire and Rubber Company to free itself from British control of its source of raw material.

A group of the company officials, including Harvey Firestone, Jr., W. T. Runals and C. A. Myers, accompanied by their wives left Akron last Saturday night to sail for Singapore from Seattle on January 22. M. A. Cheek will go with the party, leaving the others at Singapore and continuing the trip to Liberia in company with Firestone. They plan to remain in Liberia for some little time studying the Firestone project there.

Runals and Myers, engineers, will remain abroad for a time, but Firestone and Cheek will visit the rubber growing centers of the middle East and the Firestone purchasing offices in Dutch and British possessions as well as the Firestone agencies and branches in India, China, Egypt, Japan and Europe.

## BRITISH RUBBER EXPORTS FOR '25 SHOW INCREASE

Washington, Jan. 23.—The total value of British exports of "rubber manufactures" during the first eleven months of 1925 was £7,002,199, as compared with £5,585,384 during the corresponding period of 1924, according to the rubber division of the Department of Commerce.

This increase is due partly to higher prices, but the volume of British shipments of British tires increased considerably. There are no detailed statistics available for 1925.

## TIRE CO. TAKES LEASE

Los Angeles, Cal., Jan. 23.—The Lancaster Tire and Rubber Company, an organization newly formed, has leased a one-story and mezzanine building here, where local factory headquarters will be opened. Officers of the new Los Angeles agency are R. F. White, B. McLellan Wright and R. H. Maffin, all of whom were formerly connected with a similar organization in San Francisco.

## NEW LINE IN TEXAS

Waco, Tex., Jan. 23.—A new bus line between Waco and Dallas has been started, the Blue Goose line having annexed this territory. A fare much lower than the interurban or rail rate is quoted, and business is good with the new line. Large motor-passenger buses are used.

## Mass. Bus Law to Bind Operators To Permit System

Boston, Jan. 23 (U. T. P. S.).—Bus line proprietors cannot avoid the provisions of statutes of the commonwealth requiring them first to obtain a license or permit from the cities or towns through which their vehicles pass before transporting passengers within state limits, by running their buses outside the state limits, according to the decision of the full bench of the Supreme Judicial Court.

Neither can a driver of one of these buses claim that he cannot be prosecuted in the criminal courts for driving a bus which is not licensed by all the towns through which it passes. The Supreme Court held the driver was doing an act expressly prohibited by the statute and that it was no defense for him that he was merely an agent or employee.

In view of these decisions, Franklin L. Hart, operating a line of buses between Boston and Fitchburg, and Philip T. Cate, operating between Boston and Lowell, are enjoined from running their buses unless they shall first obtain all the required licenses and also a certificate from the Department of Public Utilities, as well as a permit from the division of highways of the department.

Both Hart and Cate contended that they were not subject to the statute, because their buses were running outside the state limits.

Since the court's decision the Hart company has announced that it will cease to operate its Boston to Keene (N. H.) line. The American Coach Company will also discontinue coach lines serving this city, Lawrence, Andover and Shawshen.

The United States Supreme Court will be asked to review the decision of the state court. Meanwhile a bill has been filed in the Legislature seeking to change the law.

## RAILWAY ASKS HIGHER FARES FOR ITS BUS LINES

South Bend, Ind., Jan. 23 (U. T. P. S.).—An increase of ½ cent a mile in the basic rate of fares on intercity motor buses which it operates is sought by the Chicago, South Bend & Northern Indiana Railway in a petition filed Thursday with the Public Service Commission at Indianapolis.

Fares on bus lines within the city would not be affected. In its petition the street car company cites figures showing that between October 10 and December 31, 1925, a total deficit of \$7,225.91 was incurred as a result of the present rate of 2½ cents. Three cents per mile is asked. The street railway company operates intercity buses between South Bend and the Indiana-Michigan state line and from this city to Goshen, through Mishawaka and Elkhart, and also west to Laporte.

## BALLOON CASINGS IN MORE DEMAND

Fabrics Now Becoming  
Obsolete; Business  
Generally Good

NEW YORK, Jan. 23.—Balloon casings in many districts are showing substantial gains over the high pressure lines, the past week's developments among tire dealers show. Stocks of fabrics are being cut down by some distributors. Business generally has been good since the new year began.

## COLUMBUS BUSINESS GOOD

Columbus, O., Jan. 23 (U. T. P. S.).—Tire business in Columbus was rather brisk during the past week, a canvass of the leading retailers shows. Sales during the past week were fully 20 to 25 per cent. ahead of the previous week.

Business this month has been considerably ahead of the previous month. Compared with a year ago trade is from 25 to 33 1-3 per cent. better.

Balloon tires are gaining on high pressure casings rapidly. Some of the retailers report a 50-50 proposition, while others say that balloon sales have surpassed those of high pressures. Tubes are selling briskly at all concerns and are ahead of sales at this time last year.

Stocks are above normal for this time of the year. All dealers believe that prospects for winter business are exceptionally good. Indications point to a brisk demand during the remainder of January and the whole of February.

## FABRICS LITTLE USED

Topeka, Kan., Jan. 23.—Except in the smallest sizes, there is no market in Topeka or territory for fabric tires and nearly all dealers have closed them out of stock. Cord and balloon tires are stocks now dealt in exclusively.

For the past week cords have been outselling balloons two to one; but that is only a freak of the trade, the local dealers declare.

"I would not be surprised to find that in a few years we will be selling nothing but balloons," said John Capper of the Capper Auto Supply Company. "That, of course, will come only when all the cars on the road are equipped for balloons, however."

## BOSTON FACTORIES BUSY

Boston, Jan. 23 (U. T. P. S.).—Last week here was a good week for the retail sale of tires. Distributors report that better than normal orders are being received from dealers throughout the territory. The tire factories are running full time with orders ahead.

The Star Service Station at Lawrence, dealer for Pennsylvania, tires has worked out a proposition to allow its customers to buy tires now for future need at present prices.

Re-built tires are selling very well just now and more plants for the purpose of re-building tires are said to be ready to start in this end of the business.

## SALES SLOW IN CHARLOTTE

Charlotte, N. C., Jan. 23.—Developments in the course of the first few weeks of the year indicate that hard work will be the feature of the year for the wholesale tire salesmen and a fairly satisfactory volume of business will be done.

McDonald Service Company reported a satisfactory demand for Firestone tires, though weather conditions recently have caused a sharp decrease in sales.

Shaw Tire Company's tire business is holding about equal to that for the same period of last year. Harrelson & Grice, dealers in Hood tires, indicated that the resistance to present tire prices is slowly increasing.

## AUTOMOBILE TRUNKS

Distributors and Dealers write us relative to our complete line.

Dansville Trunk Corporation  
Dansville, N. Y.

## HOTEL WALTON

104 WEST 70 ST.  
NEW YORK

A HIGH CLASS HOTEL NEAR CENTRAL PARK AND  
CONVENIENT TO SHOPPING AND AMUSEMENT CENTERS

PRICES RANGING FROM \$15 TO \$17.50 WEEKLY WITH  
THE USE OF BATH; \$35 TO \$42 WEEKLY SITTING ROOM  
BEDROOM AND BATH

THE ROSE ROOM IS AVAILABLE FOR SOCIAL  
FUNCTIONS OR BUSINESS CONFERENCES



# St. Paul Ford Plant to Manufacture Plate Glass, Batteries and Radiators

ST. PAUL, Minn., Jan. 23.—Quantity production of plate glass, storage batteries and automobile radiators will begin at the St. Paul Ford plant within thirty days.

Under a production schedule announced by the Ford Motor Company, immediate daily production will include 10,000 square feet of plate glass, 2,200 storage batteries and 1,000 radiators.

These totals, it is expected, will be increased within six months to accommodate an increased schedule of assembly for Ford cars at the St. Paul plant.

With the beginning of actual manufacturing of the plate glass batteries and radiators, St. Paul will take its first step toward establishment as an automobile manufacturing center, rather than an assembling city.

The manufacturing operations will save the Ford company hundreds of thousands of dollars annually in freight charges, it is pointed out. The products of the St. Paul radiator, glass and battery divisions, will be installed in the machines shipped here unassembled from Michigan factories.

Although unwilling to be quoted, officials of the Ford plant hold it is not improbable that with the development of freight transportation on the upper Mississippi River and the resultant lowering of coal hauling charges, the manufacturing activities of the St. Paul plant will be expanded to include many of the metal parts now manufactured elsewhere.

It is pointed out that with lower coal rates, the convenience of the iron ore mines in northern Minnesota would provide the possibility for a great saving in manufacturing costs.

## Accessory Sales Retain High Pace

Seattle, Wash., Jan. 23 (U. T. P. S.).—Winter specialties, heaters, comforts and swipes, continue to be the leaders among the auto accessories being sold in this market. The gross volume of business is improving.

Price cutting in new car models is said to have but little effect on the sale of auto accessories, bettering their condition and strengthening their demand, if anything.

Larger auto accessory dealers, sensing the up-to-the-moment demands of the auto owner, are featuring the sale with photo and window display of certificate holders and license frames, for taking care of the new certificates and licenses for the new year, which are just being received from the registrar's office. One accessory being sold at present is a combination stop signal and license bracket which sells for approximately \$5 retail.

Other timely goods that are being moved by display, suggestion of floor salesmen, and ads are the skid chains, tops, good brakes, brake lining, gloves and robes and wind wings. Absence of snow in Seattle this winter to date, however, has created less of a demand for skid chains than formerly.

Some of the very large concerns which handled over 3,000 separate kinds of accessories, keeping this amount in stock at all times, are sending out new 1926 catalogs of their goods, with picture and price, and are featuring the order-by-mail policy. Some of the firms are making a practice of keeping open until 9 o'clock in the evening, the better to satisfy the motorist who desires to equip his car for the Sunday spin.

## New Accessories

### SPARE TIRE LOCK

The Cooper Manufacturing Company of Marshalltown, Ia., is marketing a spare tire lock for new model Fords. It is claimed for the device that it not only locks the tire to the rim, but locks the rim and carrier to the car as well.



The L-piece of steel in the lock slips over the third or lower bolt between the carrier "Y" and the main bracket and is locked in place when the long bar of the lock is screwed into position on the third or lower bolt while the bar in turn is locked to the wing nut which holds the spare tire and the rim on the carrier. When the lock is in place, it is claimed to be impossible to remove either the rim or the carrier except by picking the lock or using a hammer and cold chisel.

### THE BOBOLINK

A new traffic signal is offered by the E. C. Taylor Manufacturing Corporation, New York city, called the Bobolink, which embodies several novel features.

Every traffic move of the car driver can be clearly signaled to cars behind by means of this device. Through a control mounted on the steering post, the driver can flash STOP in red and SLOW in green. He can also indicate right and left turns by illuminating a red arrow for the right and a green arrow for the left.

The signal also includes a parking light, tell-tale light, rear light and license plate holder, all combined in one bracket.

Design and construction are said to be simple and effective, with no moving parts to get out of order.

## Auto Top Plant Destroyed by Fire

Wichita, Kan., Jan. 23.—The shops and machinery of the Kozy Klosure Manufacturing Company, located at 35th Street and the Frisco tracks, were totally destroyed this week by fire. The loss to building and equipment was placed at about \$100,000.

The Kozy Klosure Company, manufacturer of tops or winter inclosures for Ford cars, had the building leased from the Bridgeport Machine Works, and its loss was approximately \$58,000. Besides the machinery and dyes, the fire destroyed about 750 complete tops and stock valued at about \$15,000.

## NACHMAN SPRING ANNOUNCES CHANGES

Chicago, Ill., Jan. 23.—Additions to the executive personnel of the Nachman Spring-Filled Company have been made following the announcement of the securing of a Los Angeles branch factory by this company, which makes high grade spring units for automobile and bus seats and backs.

E. J. Cliggitt, former owner of the Los Angeles factory taken over by Nachman, comes to Chicago this month as sales manager, while Blaisdell Gates, formerly of the Beloit Daily News, became advertising manager of the company January 1. A. F. Egger, until now sales manager, will go on the road as field contact man.

### IN NEW OFFICE

Carmel, N. Y., Jan. 23.—McNulty Brothers Garages, Inc., has moved into its new offices here, where it will have complete modern facilities for handling the accounting department of its three garages.

## WITH THE TRADE

### LITTER PISTON EXPANDING

Charleston, W. Va., Jan. 23.—Rapid increase in business has made necessary plans for additions to the plant of the Litter Piston Company, a comparatively new factory here, which manufactures an auto engine device. With the beginning of the new year, double shifts of employees were placed at work, but orders have continued to pile up, officials claim.

### JOINS CROW-BURLINGAME

Little Rock, Ark., Jan. 23.—William R. James, vice-president of the First National Bank of North Little Rock, has resigned to become vice-president and director with the Crow-Burlingame Company, wholesale automobile accessory concern. Officers of the firm are: President, W. Robert Crow; active vice-president, William R. James; vice-president and treasurer, J. G. Burlingame; secretary, John C. Eakin. George G. Worthen and Harry G. Galloway are also interested in the concern.

### NEW HEADLIGHTS

Cleveland, Jan. 23.—New electric lamps for automobile headlight use have just been placed on the market by the Guide Motor Lamp Company, Cleveland. The device makes use of a tilting element which deflects the direct rays of the lamp, thus conserving the full power of the light rays, yet diverting the beams so they do not cause glare, it is claimed.

## Big Demand for Shop Equipment

Kansas City, Jan. 23.—There has been a good demand for shop equipment in this territory the last week, with sales on vulcanizing machines probably leading the list, dealers report.

The Vulcanizers' Supply Company, largest dealers in the Middle West in vulcanizing machines and supplies, reports business as more than 100 per cent. better than a year ago. The prospects for the spring business are the best in five years, A. M. Arnold, owner of the company, believes.

The Kansas City Automobile Supply Company and the Peake Auto Supply Company, both report shop equipment sales as good the last week, a big demand being noted for air compressors and hand tools.

## AUTO SHOW STIMULATES ACCESSORY DEMAND

Milwaukee, Wis., Jan. 23.—Milwaukee's automobile accessory market enjoyed a stimulated demand during this week, due largely to the opening of the Automobile Show. Whereas during the past few months trading has been largely in winter motoring necessities, various dealers report that material of a more general nature is in demand, mostly at the show. This is true of the retail trade as well as the wholesale trade, it is said.

## LIPMAN MARKETING CAR WASHING UNIT

Rockford, Ill., Jan. 23.—The Lipman Pump Works has placed on the market a new spray mist car washing and cleaning unit which, it is claimed, cleans the inside of the car by a special air nozzle and then the motor and grease encrusted parts with a special kerosene gun. A water spray, it is claimed, loosens the dirt on the chassis and body and a second bath with a heavier spray rinses off the dirt and grit. Air pressure is furnished by the Lipman four-cylinder compressor gear, driven by a 3 horsepower motor provided with automatic control and unloader. The compressor is water cooled and the crankshaft rotates on ball bearings.

With the



## CARBURETERS

YOU CAN GET  
Higher Horse Power  
Lower Fuel Consumption  
Easier Starting  
Greater Flexibility  
No Carbon—Monoxide  
30 Days Free Trial  
Desirable Territory Open  
WRITE

JUHASZ-CARBURETER-Corp.  
250 WEST 49TH ST., NEW YORK

Note the deep interest—the downright enthusiasm—which greets the new series Hupmobile Eight and the new Hupmobile Six, wherever they are displayed.

# HUPMOBILE EIGHTS and SIXES





# Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by  
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## Cured!

**A**BOUT a year ago ethyl gasoline was subjected to an attack on the ground that its general use by motor vehicles would be inimical to the public health. There was cited the fact that workers in a plant manufacturing this doped fuel had been made violently ill and that some deaths had occurred. Newspapers described the form of delirium that afflicted those suffering from lead poisoning as a result of being in close contact with the tetraethyl lead and then some genius named the new fuel "looney gas."

Pending positive knowledge of the effect of ethyl gasoline on public health, the company which was marketing the fuel withdrew it from distribution. Surgeon General H. S. Cumming appointed a committee to investigate the whole matter. This committee included well known scientists from John Hopkins, Yale, Harvard, Chicago and other universities. With complete thoroughness this group searched for any evidence of danger in the use of motor fuel treated with tetraethyl lead and now reports that none was found. In drivers of cars using the treated fuel for periods of two years, there was no sign of lead absorption. Even among employees of garages and service stations where ethyl gas was handled, there was no case in which detectable symptoms of lead poisoning could be discerned.

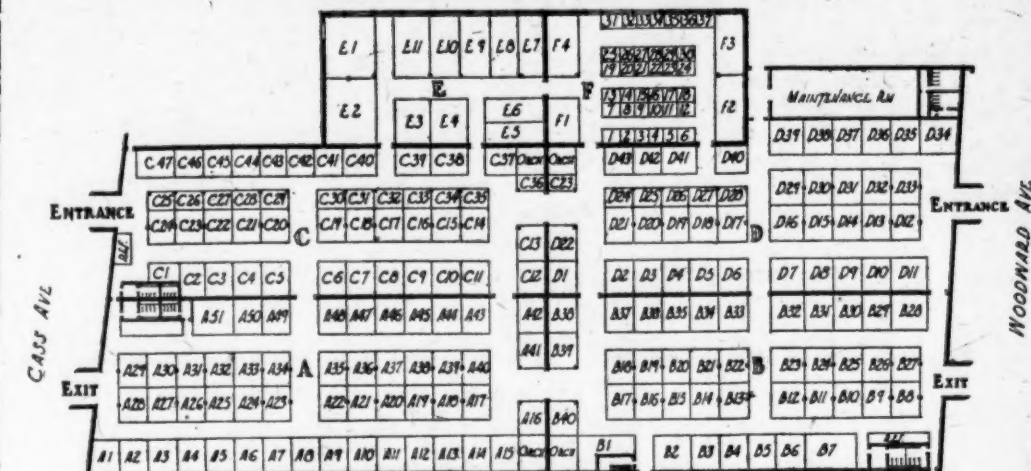
In other words, ethyl gas has been given a clean bill of health and there is now no reason why it should not be distributed to the general motoring public. What this anti-knock fuel may do, if it ever becomes universal in use, has been told many times. It would permit our engineers to increase immeasurably the efficiency of motor car engines. They can give us far greater mileage per gallon of gas and the carbon demon will be robbed of all its terrors. The original outcry against ethyl gas was hysterical and while the manufacturers were wise to withdraw their product from distribution temporarily, this outcome is the only one that was reasonably possible.

## Weakness and Strength

**W**HAT is the weakest link in the automobile industry? Probably the used car end. And we are not referring particularly to the methods of marketing used cars, but to the whole idea of the merchant handling new goods being forced to deal in second hand products of the same kind. No other great industry operates on this basis. The clothing manufacturer does not allow you a rebate if you return your old trousers. The shoemaker does not make an allowance on your well-worn uppers. And another merchant who shall be nameless gives you nothing for the empty can or bottle. The automobile industry made a mistake in the very beginning when it allowed itself to be saddled with the used car end of the business. There is no question that automobile merchants today are handling their used car departments on a safer and better basis than ever before, but the whole idea is illogical.

On the other hand, what is the paramount factor of strength in the automobile business? We should say that it is the universal habit of selling for cash against documents. This condition is what makes possible the motor car prices that we enjoy today. If the manufacturer had to sell cars on consignment, his expense of doing business would be increased so enormously that car prices probably would be doubled. We know of no other great manufacturing industry which is on so nearly a cash basis as the automobile. This is a position of such overwhelming strength that it more than compensates for any weaknesses that may exist within the fabric of the industry. Long may it endure.

## Leading Exhibitors and Interior Space Arrangement at Detroit's Show



### TWENTY FIFTH ANNUAL DETROIT AUTOMOBILE SHOW CONVENTION HALL JAN 23-30 1926

Detroit, Jan. 23.—Following is a list of exhibitors of passenger cars and automotive equipment and their location at the twenty-fifth annual Detroit Automobile Show, which opens tonight at Convention Hall:

Exhibit	Space No.	Exhibitor
AJAX	A 27-A 28	Miller-Judd Company
ALBION	A 29	Hurley-Barnett, Inc.
BUICK	D 2-D 6	Buick Motor Car Co. Det. Br.
CADILLAC	A 2-A 7	Cadillac Co., Detroit Branch
CHANDLER	A 40	Crosstown Sales Company
CHRYSLER	A 43-A 48	John H. Thompson Company
CHEVROLET	D 17-D 21	Chevrolet Motor Company
CLEVELAND	A 39	Crosstown Sales Company
DIANA	B 1	Thomas Brooks, Inc.
DODGE BROTHERS	D 12-D 16	Thomas J. Doyle, Inc.
DODGESON	A 1	Dodge Motor Car Company
ELCAR	B 6	Detroit Elcar Sales Company
FLINT	A 29-A 32	Detroit Flint Company
FORD	B 8-B 12	Peter J. Platte Motor Sales
FRANKLIN	B 4-B 5	Northern Motor Sales
HUPMOBILE	D 10-D 11	Williams & Hastings, Inc.
JEWETT	B 20-B 22	Paige Sales & Service Co.
JORDAN	D 1 & D 2	Jordan Makiian Company
KISSEL	B 2-B 3	Northern Motor Sales
LINCOLN	B 13-B 17	Ford Motor Company, Lincoln Retail Division
LOCOMOBILE	A 51	Detroit Flint Company
MARMON	A 17-A 21	Marmon-Detroit Company
MOON	B 40	Thomas Brooks, Inc.
NASH	A 23-A 26	Miller-Judd Company
OAKLAND	D 34-D 37	Richards-Oakland Company
OLDSMOBILE	B 24-B 32	Olds Motor Wks., Detroit Br.
OVERLAND	B 33-B 35	Willis-Overland, Inc.
PACKARD	A 12-A 16	Packard Motor Car Company, Detroit Branch
PAIGE	B 18-B 19	Paige Sales & Service Co.
PEERLESS	A 33-A 34	Peerless Motor Company
PIERCE ARROW	A 35-A 38	Wm. F. V. Neumann & Sons
PONTIAC	B 35-D 39	Richards-Oakland Company
REO	A 41-A 42	Reo Michigan Sales, Inc.
RICKENBACKER	B 23-B 26	Cunningham Sales Company
ROLLS-ROYCE	A 49-A 50	Bentley-Robinson Company
STAR	A 8-A 11	Durant Motor Co. of Detroit
STEARNS-KNIGHT	B 7	Dave W. Compton Company
STUDEBAKER	D 12-D 16	Studebaker Corp. of America
WILLIS-ST. CLAIRE	D 7-D 9	Willis-Sainte Claire, Inc.
WILLIS KNIGHT	B 36-B 39	Willis-Overland, Inc.

Exhibit	Space No.	Exhibitor
AUTOCAR	C 6-C 11	Autocar Sales and Service
CHEVROLET	C 14-C 15	Chevrolet Motor Company
DENBY	C 12-C 13	Denby Motor Truck Corp.
DODGE BROTHERS	C 28-C 31	Thomas J. Doyle, Inc.
FEDERAL	C 1-C 5	Federal Motor Truck Company, Detroit Branch
FORD	C 45-C 47	Peter J. Platte Motor Sales
G. M. C.	C 37-C 39	Owen & Graham Company
GOTTFREDSON	C 16-C 19	Gottfredson Corporation
GRAHAM BROTHERS	C 32-C 35	Thomas J. Doyle, Inc.
KELLY	C 11	Arthur H. Murray
PIERCE-ARROW	C 20-C 23	Wm. F. V. Neumann & Sons
REO	C 40-C 44	Reo Michigan Sales, Inc.
RUGGLES	C 25-C 27	Ruggles Motor Truck Company

## State Liability Insurance Sought

Richmond, Va., Jan. 23 (U. T. P. S.).—State Senator W. Worth Smith of Louisa has prepared for introduction at the 1926 session of the general assembly a resolution which will look toward the passing by the state of a law providing for insurance by the state of automobiles in order to protect the public against accidents.

Senator Smith's resolution calls for the appointment of a commission to study the question and report a bill for the consideration of the general assembly of 1928.

Discussing the matter, Senator Smith said that the cost of state insurance per car would hardly exceed \$10 and that after the law had been in operation for some time the state might see its way clear to reduce the premium below this figure. The amount, he said, could be paid by the owner at the time he paid his automobile license, and any questions which might arise could be decided by the state industrial commission.

Under the present system or lack

of system, said Senator Smith, when a person is injured or killed by an automobile owned by a person who has no property there is no chance for compensation. Under the plan proposed insurance would be compulsory.

## CENTRALIA, WASH., DEALERS ORGANIZE ASSN.

Olympia, Wash., Jan. 23.—Automobile dealers at Centralia, Wash., have organized an automotive trade association and chosen the following officers: Kenneth Northcraft, president; George Rowe, secretary, and Ed Mayes, treasurer. The association has decided to hold an automobile show late in February. Donald F. Arthur has been named manager of the show.

### CHANGES SITE

Indianapolis, Jan. 23 (U. T. P. S.).—The Duco Corporation of Indiana, state distributor for Duco automobile finish, has transferred its quarters from the old Premier automobile plant to the former plant of the Cole Motor Company, H. E. Doty, general manager of the Duco Company has announced.

### MOTOR BUSES

GOTTFREDSON	E 11	Gottfredson Corporation
GRAHAM BROTHERS	E 9-E 10	Thomas J. Doyle, Inc.
REO	E 8-E 9	Reo Michigan Sales, Inc.
YELLOW COACH	E 10	Owen & Graham Company

### MOTORBOATS

BEAVER	F 2	Beaver Boat Company
BELLE ISLE BEARCAT	F 3	Belle Isle Boat and Engine Co.
BRISCAFT	F 1	Chris Smith & Sons Boat Co.
DODGE WATERCAR	F 4	Horace E. Dodge Boat Works
HACKER DOLPHIN	F 2	Hacker & Fermann, Inc.

### AIRPLANES

BUHL VERVILLE	E 3-E 4	Buhl Verville Aircraft Co.
MOONEY-HESS	E 5-E 6	Mooney-Hess Aircraft Co.

### EQUIPMENT EXHIBITORS

Space No.	Exhibitor	Address
23	Ajax Wrench Corp.	50 Church St., New York City
18	Alemite Lubricator Co.	4433 Cass Ave.
20	Auto City Accessories Co.	3611 Cass Ave.
16	Automobile Digest	22 E. 12th St., Cincinnati
27	Automotive Daily News	1926 B'way, New York City
D 40	Berry Brothers	211 Leib St.
D 24, D 25	Bills, Ralph E.	3740 Cass Ave.
34	Bojue Electric Mfg. Co.	416 Kresge Bldg.
35	Brake Equipment Co.	3669 Gratiot Ave.
D 42	Brake Engineering Co.	1406 W. Fort St.
7-8	C. G. Spring and Bumper Co.	2660 E. Grand Blvd.
37	Clark, James, Jr., Electric Co.	600 E. Bergman St.
36	Cler Sile Co.	1600 B'way, New York City
11-12	Detroit Automobile Club	125 W. Adams Ave.
29	Dibble Color Co.	Fort and Mt. Elliott Sts.
D 42	Fronty Ford Sales Co.	3558 Gratiot Ave.
1-3	Gabriel Rubber Sales & Service Co.	5926 John R St.
22	General Rubber Repair Co.	999 Tuscola St.
D 26, D 27	Glassmobile Co.	111 Peterboro
E 1, E 2	Grier-Sutherland Co.	433 E. Larned St.
13	H & H Wheel Service, Inc.	3152 Cass Ave.
17	Hard, E. F.	5823 Fisher Ave.
20	Dibble Color Company	Fort & Mt. Elliott Sts.
14	Hydro-Check Corporation	Monroe, Mich.
D 23	Jaeger Portable Power Corp.	1326 E. Woodbridge St.
9	Lockite Patch Company	4196 Bellevue Ave.
31	Madden, E. J., Company	4612 Woodward Ave.
23	McIntyre Sales Company	6146 Cass Ave.
10	Meyers's Auto Supply	Wyandotte, Mich.
15	Motor	119 West 49th St., N. Y. City
15	Motor Tool Specialty Company	4849 John R St.
21	Newcombe Separator Co. of America	1911 First St.
5	Nutting, C. A., Company	451 W. Larned St.
35	Overhead Door Corporation	6146 Cass Ave.
4	Panhard Machine & Mfg. Company	743 Beaubien St.
6	Penn Michigan Sales Company	4662 Cass Ave.
25-26	Piston Service Company, Inc.	1226-34 Michigan Ave.
D 41	Rex Sales & Service Co.	320 Piquette Ave.
33	Scene-in-Action Company	801 Book Bldg.
36 & 37	Skinner Automotive Dev. Co., Inc.	1637 Lafayette Bldg.
D 43	Standard Oil Company (Ind.)	1011 4th Ave.
28	Super-Door Mfg. Company	4190 Bellevue Ave.
24	Transmission Sales Company	236 Manchester Ave.
30	Tripp-Seard & Co.	642 Beaubien St.

## MINNEAPOLIS TRADES ASSOCIATION HOLDS STAG

Minneapolis, Jan. 23.—The Associated Automotive Trades of Minneapolis held their stag banquet and frolic Thursday at the Elks Club. D. C. Beard of the National Bushing and Parts Company was master of ceremonies. S. W. Eddy, head of the S. W. Eddy Company, Ford dealer, is president. Five hundred members and their friends attended. Boxing bouts and vaudeville featured the entertainment.

### CHAIN OF STATIONS

Fort Smith, Ark., Jan. 23 (U. T. P. S.).—The Continental Oil Company of Denver, Colo., will erect a chain of filling stations in Fort Smith, which will be ready for business probably February 15, it has been announced by C. W. Fifield of Denver, representing the company.

### OAKLAND DISTRIBUTOR

Houston, Tex., Jan. 23 (U. T. P. S.).—The Stodder Motor Company, with R. H. Stodder as president, has been organized here to distribute Oakland cars in the Houston territory.



# Financial News of the Automotive Industry

## G. M. DISTRIBUTES \$11,200,000 TO 8,300 EMPLOYEES

### Workers to Receive Cash and Stock Under Saving Plan

NEW YORK, Jan. 23.—The General Motors Corporation is disbursing \$11,200,000 in cash and common stock to its 8,300 employees. The actual cash distribution to employees of the "1920 class" from the corporation's saving fund is \$2,043,405, which represents their deposits in the fund, plus interest at 6 per cent., compounded semi-annually.

In addition to this cash there is being distributed from the investment fund 75,481 shares of General Motors common stock, with a market value of about \$9,157,720. The checks and stock go to fifty-five cities, where the company has plants and branches.

During each year since the establishment of the saving fund in 1919 a new class has been formed, maturing in five years. In the course of the year employees make monthly or semi-monthly payments into the savings fund, not to exceed 10 per cent. of their wages, and the total for the year must not exceed \$300. For each dollar put into the savings fund by employees the corporation puts 50 cents into an investment fund in the subsequent five years. Employees have the right to withdraw their deposits, plus interest, but if they withdraw before the end of five years they forfeit the money deposited by the corporation.

## Boyce & Veeder Co. Control Unchanged

New York, Jan. 23.—Paul L. Veeder, president of Boyce & Veeder Company, announced yesterday that Harrison H. Boyce had disposed of his financial interest in the company. There has been no change in the control. W. Covert Jones, vice-president, has resumed his former position of general manager, superseding A. E. Barlow in that capacity. "We are confident that you will receive the best of service and co-operation as soon as the new management becomes fully operative," says a statement by President Veeder, issued in order to correct an impression apparently prevalent among the company's customers that there had been a change in control. "We believe that our friends in the trade and industry will find their relationship with us fully as pleasant and valuable as heretofore," the statement adds.

## Change in Columbus McKinnon's Control

Columbus, O., Jan. 23.—The Columbus McKinnon Chain Company of Columbus, O., with factories at Lebanon, Pa.; Tonawanda, N. Y., and St. Catherine's, Ont., is announcing to the trade that with the recent change in control of the company the majority of stock passes into the hands of the former vice-president, Julius F. Stone, of Columbus. Mr. Stone succeeds C. M. Wambaugh, who established the business many years ago. Mr. Wambaugh will remain active in the business. It is the intention of the company to operate on the same basis of policy as heretofore. Mr. Stone has long been active in the company as vice-president and a member of the board. The personnel of the company remains the same.

## Goodrich 9 Months' Sales \$99,127,847

Akron, O., Jan. 23.—The B. F. Goodrich Company reports sales for the nine months ended September 30, 1925, as \$99,127,847. Before the allowances for the taxation and depreciation were made, net earnings were \$12,456,616, or about 13 1/2 cents for each dollar of sales.

Goodrich officials indicated that an estimate of the year's net will be between \$11,000,000 and \$12,000,000. This means nearly \$20 a share on common stock.

## Fisk's Dividend Liquidation Plan Put Into Effect

New York, Jan. 23.—Announcement has been made by the Fisk Rubber Company that the plan recently approved by the board of directors for the liquidation of all back dividends on the outstanding preferred stock has been declared operative. The plan was originally announced on November 19, 1925, and the provisions were ratified by stockholders on December 28.

In its statement made public yesterday the company said that the accumulated and unpaid dividends on the first preferred stock amounted to \$26 a share. In conformity with the plan, the company offers to pay \$1 in cash and \$25 par value of first preferred convertible stock for each registered share of such stock upon surrender of the certificate to either the Bankers Trust Company in New York city or the New England Trust Company in Boston.

The company also announced that the regular quarterly dividend of \$1.75 a share on the first preferred stock has been declared payable February 1, 1926, to stockholders of record January 20, and this dividend will be paid to shareholders whether or not they accept the settlement offered by the company.

The directors also declared a quarterly dividend of \$1.75 a share on the first preferred and an initial quarterly dividend of the same amount on the first preferred convertible stock, both payable May 1 to stockholders of record April 15.

## Move to Reorganize Haynes Bondholders

Indianapolis, Jan. 23.—Plans for having Indiana holders of \$1,000,000 in bonds of the Haynes Automobile Company of Kokomo, incorporate for the purpose of liquidating the remaining assets of the company are being discussed. In the plans outlined this week by George L. Davis, Kokomo banker and chairman of the bondholders' committee, it was suggested that the present bondholders' committee be dissolved and all voting power centralized in the board of directors to facilitate efforts to sell the factory buildings and other assets.

## AUSTIN FINANCING OUT

London, Jan. 23 (U. T. P. S.).—The Austin Motor Company, Ltd., whose shareholders recently turned down the proposition that additional capital to finance a reconstruction should be obtained from General Motors Corporation, is now making an issue of £1,500,000 6 1/2 per cent. debenture stock. The capital so obtained will be used to refund the whole of the existing debentures, part of which were issued to trade creditors in satisfaction of sums due. The Austin company is now paying its way again and seems to have a bright future, owing to the great demand for light autos.

## RANGE OF AUTOMOTIVE STOCKS

Previous, 1926				NEW YORK STOCK EXCHANGE				Net Change	
High	Low	Div.		Sales	High	Low	Close		
18 1/2	16 1/2	100	Advance Rumely	1,000	16 1/2	16 1/2	16 1/2	—	—
13 1/2	9 3/4	100	Alia-Chalmers	400	9 1/2	9 1/2	9 1/2	—	—
34 1/2	28 1/2	100	Am. Bosch Magneto	100	28 1/2	28 1/2	28 1/2	—	—
15 1/2	13 1/2	100	Am. La France	600	13 1/2	13 1/2	13 1/2	—	—
37 1/2	33 1/2	100	Briggs Mfg. Co.	500	33 1/2	33 1/2	33 1/2	—	—
54 1/2	45 1/2	100	Chandler Motor	700	45 1/2	45 1/2	45 1/2	—	—
13 1/2	11 1/2	100	Chrysler Corp.	29,900	11 1/2	11 1/2	11 1/2	—	—
47 1/2	41 1/2	100	Continental Motors	2,400	41 1/2	41 1/2	41 1/2	—	—
88 1/2	85 1/2	100	Dodge Bros. A.	8,400	85 1/2	85 1/2	85 1/2	—	—
75 1/2	73 1/2	100	Dodge Bros. pf.	1,400	73 1/2	73 1/2	73 1/2	—	—
23 1/2	21 1/2	100	Electric Star Battery	400	21 1/2	21 1/2	21 1/2	—	—
105 1/2	93 1/2	100	Emerson-Brant	100	93 1/2	93 1/2	93 1/2	—	—
26 1/2	23 1/2	100	Emerson-Brant pf.	200	23 1/2	23 1/2	23 1/2	—	—
41 1/2	37 1/2	100	Fisk Rubber	2,400	37 1/2	37 1/2	37 1/2	—	—
9 1/2	8 1/2	100	Fisher Body	1,400	8 1/2	8 1/2	8 1/2	—	—
12 1/2	11 1/2	100	Gabriel Snubber A.	700	11 1/2	11 1/2	11 1/2	—	—
115 1/2	115 1/2	100	Gardner Motor	100	115 1/2	115 1/2	115 1/2	—	—
115 1/2	115 1/2	100	General Motors	16,900	115 1/2	115 1/2	115 1/2	—	—
26 1/2	23 1/2	100	General Motors 1st pf.	200	23 1/2	23 1/2	23 1/2	—	—
65 1/2	60 1/2	100	General Motors 2d pf.	2,200	60 1/2	60 1/2	60 1/2	—	—
97 1/2	96 1/2	100	Goodrich	1,900	96 1/2	96 1/2	96 1/2	—	—
104 1/2	103 1/2	100	Goodrich pf.	200	103 1/2	103 1/2	103 1/2	—	—
106 1/2	105 1/2	100	Goodyear T. & R. pf.	300	105 1/2	105 1/2	105 1/2	—	—
46 1/2	45 1/2	100	Goodyear T. & R. pr pf	100	45 1/2	45 1/2	45 1/2	—	—
123 1/2	106 1/2	100	Hudson Motor Car	34,900	106 1/2	106 1/2	106 1/2	—	—
28 1/2	25 1/2	100	Hupp Motor Car	2,700	25 1/2	25 1/2	25 1/2	—	—
19 1/2	18 1/2	100	Indian Motorcycle	1,900	18 1/2	18 1/2	18 1/2	—	—
52 1/2	46 1/2	100	Jordan Motor Car	2,700	46 1/2	46 1/2	46 1/2	—	—
19 1/2	17 1/2	100	Kelly-Springfield	700	17 1/2	17 1/2	17 1/2	—	—
125 1/2	105 1/2	100	Kelly-Springfield 8a pf.	7,500	105 1/2	105 1/2	105 1/2	—	—
159 1/2	143 1/2	100	Mack Trucks	200	143 1/2	143 1/2	143 1/2	—	—
105 1/2	104 1/2	100	Mack Trucks 1st pf.	200	104 1/2	104 1/2	104 1/2	—	—
7 1/2	6 1/2	100	Mack Trucks 2d pf.	200	6 1/2	6 1/2	6 1/2	—	—
31 1/2	28 1/2	100	Mack Trucks rts.	7,200	28 1/2	28 1/2	28 1/2	—	—
37 1/2	34 1/2	100	Marlin Rockwell	100	34 1/2	34 1/2	34 1/2	—	—
44 1/2	40 1/2	100	Motor Meter A.	700	40 1/2	40 1/2	40 1/2	—	—
33 1/2	30 1/2	100	Motor Wheel Corp.	400	30 1/2	30 1/2	30 1/2	—	—
13 1/2	10 1/2	100	Murray Body	6,700	10 1/2	10 1/2	10 1/2	—	—
54 1/2	46 1/2	100	Nash Motors	600	46 1/2	46 1/2	46 1/2	—	—
43 1/2	38 1/2	100	Packard Motor Car	800	38 1/2	38 1/2	38 1/2	—	—
28 1/2	24 1/2	100	Packard Motor 1st pf.	200	24 1/2	24 1/2	24 1/2	—	—
108 1/2	94 1/2	100	Packard Motor 2d pf.	7,500	94 1/2	94 1/2	94 1/2	—	—
10 1/2	9 1/2	100	Pierce-Arrow pf.	500	9 1/2	9 1/2	9 1/2	—	—
29 1/2	25 1/2	100	Reynolds Spring	100	25 1/2	25 1/2	25 1/2	—	—
92 1/2	83 1/2	100	Spicer Mfg. Co.	800	83 1/2	83 1/2	83 1/2	—	—
77 1/2	72 1/2	100	Stewart-Warner Speed	9,400	72 1/2	72 1/2	72 1/2	—	—
59 1/2	54 1/2	100	Stromberg Carburetor	2,000	54 1/2	54 1/2	54 1/2	—	—
56 1/2	52 1/2	100	Stromberg Carburetor	3,600	52 1/2	52 1/2	52 1/2	—	—
87 1/2	78 1/2	100	Timken Roller Bear	600	78 1/2	78 1/2	78 1/2	—	—
86 1/2	78 1/2	100	U. S. Rubber	12,900	78 1/2	78 1/2	78 1/2	—	—
34 1/2	28 1/2	100	White Motors	1,600	28 1/2	28 1/2	28 1/2	—	—
92 1/2	81 1/2	100	Willis-Overland	5,400	81 1/2	81 1/2	81 1/2	—	—
92 1/2	81 1/2	100	Willis-Overland pf.	1,000	81 1/2	81 1/2	81 1/2	—	—
96 1/2	93 1/2	100	Yellow C. & T. pf.	100	93 1/2	93 1/2	93 1/2	—	—

## NEW YORK CURB MARKET

Sales	High	Low	Last	Ch'ge
100 Chand Cleve	26 1/2	26 1/2	26 1/2	—
800 do pf.	47 1/2	47 1/2	47 1/2	—
1000 Dm. Mot.	12 1/2	12 1/2	12 1/2	—
100 Elec Au Li	73 1/2	73 1/2	73 1/2	—
1000 Faeol Mot.	9 1/2	9 1/2	9 1/2	—
2000 Fdl M Tr.	40 1/2	40 1/2	40 1/2	—
100 F T & R pf	99 1/2	99 1/2	99 1/2	—
200 P R 1st pf	112 1/2	112 1/2	112 1/2	—
1000 Goodyear Tire	15 1/2	15 1/2	15 1/2	—
1000 Inter Rub	21 1/2	21 1/2	21 1/2	—
7000 do Del w/19	18 1/2	18 1/2	18 1/2	—
500 Midl Steel	45 1/2	44 1/2	44 1/2	—
1000 Midl Rub n	37 1/2	37 1/2	37 1/2	—
1100 Music Mas	2 1/2	2 1/2	2 1/2	—
100 Reo Motor	23 1/2	23 1/2	23 1/2	—
800 Rep M cff.	9 1/2	9 1/2	9 1/2	—
2500 Rick M.	7 1/2	7 1/2	7 1/2	—
1000 St. P. E. 3rd	38 1/2	38 1/2	38 1/2	—
1600 St. P. E. 3rd	31 1/2	31 1/2	31 1/2	—
300 Timk Dt A	10 1/2	10 1/2	10 1/2	—

(The above table shows Friday's stock movement, complete.)

## Current Commodity Prices

STEEL PRODUCTS	
Semi-Finished—Gross Tons	
Rillets, re-rolling	\$36.00a37.00
Rillets, forming	41.00a42.00
Steel bars (hot rolled)	2.00a2.10
Plates (hot rolled)	1.60a1.70
Blue annealed sheets	2.50a2.60
Black sheets	3.35a3.45
Auto body	4.40a4.50
Band	2.40a2.50
Cold rolled strip	3.75a3.85
Hot rolled strip	2.20a2.30
Pig Iron, Basic	
Valleys	20.00a21.00
Eastern Pennsylvania	22.00a23.00

IRON AND STEEL SCRAP	
(Buying prices, f. o. b., New York)	
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.00
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS	
Base prices, cents per pound, f. o. b., mill.	
Hill brass sheets	19 1/2
Copper, in rolls	21 1/2
Zinc, spot, New York	8.75a8.80
Lead, spot, New York	9.25a9.50
Aluminum, virgin 98a99 1/2	27 a

SEAMLESS TUBING	
High brass	23.75
Copper	24.50

RODS	
High brass (round 1/2 to 2 1/2 in.)	16 1/2a
Copper, rods, round	22 1/2a

OLD METALS	
Following are dealers' buying and selling prices for large quantities, f. o. b., New York:	
Heavy machinery com.	9 1/2a9 3/4
New brass clippings	8 1/2a9 1/2
Auto radiators	6 1/2a7 1/2
Brass, heavy	7 1/2a7 3/4
Brass, light	6 1/2a7 1/4

RUBBER MARKET	
Plantations—	Bid Asked
First latex crepe, spot	76 77
January-March	72 73
April-June	70 71
Ribbed Smoked Sheets, spot	75 76
January-March	72 73
April-June	70 71
Para-Up-River, fine, spot	68 69
Island, fine	70 71

SCRAP RUBBER	
Inner tubes, No. 1	11 a 12
Inner tubes, No. 2	8 a 9
Inner tubes, No. 3	7 a 8
Tire, automobile, white, ton	\$60.00a70.00
Mixed auto tires	40.00a45.00
Reclaimed rubber—Tire reclaimed, 13c; shoe reclaimed, 11c; tube reclaimed, 22c.	

OIL AND GASOLINE	
Garages (steel barrels)	— a17
Up-State New York	— a17
Single tank cars, delivered, New York	12 1/2aNom.

## BOSCH 1925 NET ABOUT \$500,000

Equals \$2.41 a Share  
And Compares With  
\$107,000 in 1924

NEW YORK, Jan. 23.—The American Bosch Magneto Corporation earned last year a net of approximately \$500,000 after all charges. This compares with \$107,000 in 1924. The balance for 1925 was \$2.41 a share on 207,399 shares, against 77 cents a share on 138,266 shares the year before.

Comparison of either the aggregate profits or per-share balance is hardly equitable, in that the company last year increased stock 50 per cent. for retiring its \$2,250,000 8 per cent. note issue. This represented an interest charge of \$180,000, equivalent to almost 90 cents a share on present capital.

The interesting point about the American Bosch results was the marked swell in earning power in the final quarter. As a result of the big radio-business in November and December net for the last three months was actually \$225,000, or over \$60,000 more than the second quarter, normally the biggest.

Outlook for American Bosch the current twelve months is encouraging. No important new contracts for starting-lighting equipment have been closed, but the principal customers are operating on an ambitious car production schedule at the moment. The radio business is at this time of year being conservatively handled, and sets are being made only on order.

The greatest accomplishment has been the establishment of a solid financial base through financing. In the past twenty-one months \$3,800,000 of floating and funded debt have been eliminated, and of this sum shareholders furnished about \$2,100,000.

## Chrysler Insurance Plan Is Held Valid

Detroit, Jan. 23.—The insurance plan of the Chrysler Motor Corporation has been upheld in Minnesota Supreme Court. In a recent decision Judge Conrad Olson declared the sale of Chrysler cars by M. G. McGee, salesman for Chrysler St. Paul distributors, was not a violation of the Minnesota statute requiring the licensing of insurance salesmen.

## Automobile Steel Buying Maintained Satisfactorily



## Dealer Activities

### LAKES PILOT TAKES PEERLESS CAR FRANCHISE

Cleveland, Jan. 23.—From piloting a 600-foot Great Lakes ore carrier to marketing automobiles in the Cleveland retail trade is the change just made by Capt. M. L. Thompson, veteran lake vessel owner. He has been appointed a dealer for the Peerless car by J. W. Barber, factory branch manager. Edward C. Brunner, for six years Peerless factory branch salesman, has been named sales manager of the new concern.

### DODGE DEALER OPENS BRANCH IN NEARBY TOWN

Evansville, Ind., Jan. 23.—Hartmetz Brothers, Dodge-Graham dealers, have leased a section of the Klein building at Mount Vernon, Ind., near here, where the firm will operate a branch service garage and dealership.

### FORD SALES, CONCERN SOLD IN ARKANSAS CITY

Arkansas City, Ark., Jan. 23.—The Perkins Motor Company has just been sold to John Cotham and M. C. Bowles. It is being operated under the name of the A. C. Motor Company as a Ford dealership.

### HUPMOBILE DEALERSHIP OPENED IN BATON ROUGE

Baton Rouge, La., Jan. 23.—The Motor Vehicle Corporation, Hupmobile dealer, has just opened offices and salesrooms at 1243 Main St. The firm is managed by J. Corckern, who has been in the automobile business at Manirgoun, twenty miles west of here, for some time.

### NEW HUDSON-ESSEX IN FARMERSBURG, IND.

Evansville, Ind., Jan. 23.—The Wabash Valley Motor Company, Hudson-Essex distributor for southern Indiana, Illinois and western Kentucky, has just added another retail dealership, located at Farmersburg, Ind. The new concern, operated by Wilson Brothers,

will be known as the Farmersburg Hudson-Essex Company.

### FORD DEALER TO HAVE SEPARATE USED-CAR DEPOT

Memphis, Tenn., Jan. 23.—The Price-Barwick Company, Ford dealer, has just opened a used-car department in the used-car district, on Monroe Avenue, distinct from its regular place of business, several blocks away, on Union Avenue.

### DEALERS WILL PAINT CITY'S NAME ON ROOF

Moorhead, Minn., Jan. 23.—The name Moorhead will be painted on the roof of the Moorhead Motor Company building as soon as the snow clears off in the spring as a guide to aviators. The action will be taken in compliance with a request of Edsel Ford that Ford dealers throughout the country place the names of their cities on the roofs of their buildings as a guide to fliers.

### BUICK DEALER MARKS THIRD ANNIVERSARY

Indianapolis, Jan. 23.—The Central Buick Company is celebrating its third anniversary with a display of a full line of Buick cars. The company began business in a small garage and recently moved to a large and modern salesroom.

## Classified Advertising

CLASSIFIED RATES  
5c word (per daily insertion)

### BUSINESS OPPORTUNITIES

PARTY wanted with unlimited capital for the developing and marketing of a frictionless air brake for automobiles. Auto factory preferred. Interest on royalty basis. Working model for inspection. Two patents issued. Send replies to Box No. 53, Automotive Daily News.

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White Motor Co.  
Danzville Trunk Corp.  
United Sales, Inc.  
Simplex Piston Ring Co.  
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Nichols-Lantern Co.  
Eezee Mfg. Co.  
Apex Sub Carburetor Co.  
U-Kan Plate Corp.

## Personal Items

### PROMOTION FOR M'OWEN

Boston, Jan. 23.—Richard F. McOwen has just been promoted to the position of wholesale manager of the Linscott Motor Company, Reo distributor. He will have charge of Reo dealership organization throughout New Hampshire, Vermont and eastern Massachusetts, where some forty or fifty dealers are maintained, along with nine local branches of the Linscott concern. Mr. McOwen succeeds John Hart Taylor, who has become a member of a Boston shoe manufacturing concern.

### COMPTON SALES HEAD

Little Rock, Ark., Jan. 23.—G. H. Compton has just been appointed sales manager of the Green Chevrolet Company, 411 West Capitol Ave.

### WRIGHT IN NEW POST

Indianapolis, Jan. 23.—Webster Wright, formerly sales manager of the General Chevrolet Sales Company of Cincinnati, has just been appointed to a similar position with the Jones-Whitaker Sales Company here, the oldest Chevrolet company in Indiana. Mr. Wright entered the automobile business in 1912.

### RANKIN DINNER HOST

Long Beach, Cal., Jan. 23.—John O. Rankin, Cadillac dealer, was host to thirty automobile salesmen at a country club dinner.

## Automotive Daily News BUYERS' DIRECTORY and GUIDE

### Reference List of Prominent Automotive Associations

National Automobile Chamber of Commerce,  
366 Madison Ave., New York, N. Y.

Automotive Equipment Association,  
1809 City Hall Sq. Bld., Chicago, Ill.

Motor & Accessory Manufacturers' Association,  
250 West 57th St., New York, N. Y.

National Automobile Dealers' Association,  
320 North Grand Ave., St. Louis, Mo.

National Standard Parts Association,  
310 Hofman Blvd., Detroit, Mich.

### PUNCTURE CURE

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Spells death to punctures and slow leaks. Special discount to dealers. Write

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### REPLATING

Replate brassy, worn off automobile parts, reflectors, etc., with pure silver. Positively no mercury. Use U-Kan Plate Polish. \$1 per half pint postpaid. Dealers and Distributors Wanted. U-KAN PLATE CO., Dept. 1, Philadelphia, Pa.

### TIRES

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—and Mr. Kleinfeld of Pyramid Equip. Co. READS the Automotive Daily News!

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